IN THE CLAIMS

Please amend the claims as follows:

1.-14. (Cancelled)

15. (Currently Amended) A network-based commerce system including:

a processor coupled to a memory through a bus; and

an auction price-setting process executed from the memory by the processor <u>during an</u> <u>auction</u> to cause the processor to lower a reserve price associated with a listing of an item ~~during~~ ~~a network-based auction price-setting process~~ to [[an]] <u>a seller-</u>adjusted reserve price, and to lower a proxy bid of a buyer to a predetermined amount below the <u>seller-</u>adjusted reserve price when the proxy bid is higher than the <u>seller-</u>adjusted reserve price.

16.-18. (Cancelled).

19. (Currently Amended) The network-based commerce system of claim 15, wherein the auction price-setting process further causes the processor to automatically notify a seller of the item when a high proxy bid is within a predetermined percentage range of the <u>seller-</u>adjusted reserve price.

20. (Original) The network-based commerce system of claim 15, wherein the auction price-setting process further causes the processor to automatically notify a seller of the item when a high proxy bid is within a predetermined value range of the reserve price.

21.-50. (Cancelled).

51.   (Currently Amended) A machine-readable medium having instructions to cause a
machine to perform a method to facilitate operation of a network-based commerce system, the
method including:

        with a network-based auction price-setting process, lowering a predefined reserve price
associated with a listing of an item to [[an]] a seller-adjusted reserve price during a network-
based auction for the item price-setting process; and

        lowering a proxy bid of a buyer to a predetermined amount below the seller-adjusted
reserve price when the proxy bid is higher than the seller-adjusted reserve price.

52.-54. (Cancelled).

55.   (Currently Amended) The machine-readable medium of claim 51, including
automatically notifying a seller of the item when a high proxy bid is within a predetermined
percentage range of the seller-adjusted reserve price.

56.   (Original) The machine-readable medium of claim 51, including automatically notifying
a seller of the item when a high proxy bid is within a predetermined value range of the reserve
price.

57.-86. (Cancelled).

87.   (Currently Amended) A method to facilitate operation of a network-based commerce
system, the method including:

        with a network-based auction price-setting process, lowering a predefined reserve price
associated with a listing of an item to [[an]] a seller-adjusted reserve price during a network-
based auction for the item price-setting process; and

        lowering a proxy bid of a buyer to a predetermined amount below the seller-adjusted
        reserve price when the proxy bid is higher than the seller-adjusted reserve price.

88.-90. (Cancelled).

91.   (Currently Amended) The method of claim 87, including automatically notifying a seller of the item when a high proxy bid is within a predetermined percentage range of the <u>seller-</u>adjusted reserve price.

92.   (Original) The method of claim 87, including automatically notifying a seller of the item when a high proxy bid is within a predetermined value range of the reserve price.

93.-115. (Cancelled).

116.   (Currently Amended) A network-based commerce system including:

        a means for lowering a predefined reserve price associated with a listing of an item to [[an]] <u>a seller-</u>adjusted reserve price during a network-based auction <u>for the item</u> ~~price-setting process~~ and for lowering a proxy bid of a buyer to a predetermined amount below the <u>seller-</u>adjusted reserve price when the proxy bid is higher than the <u>seller-</u>adjusted reserve price; and

        a storage means, coupled to the means for lowering, for storing the reserve price.

117.-131. (Cancelled).